



**CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 3/17/05

By: Patti Hespell  
Patti Hespell

**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of**

Conf. No.: 8189 : Group Art Unit: 2616  
Appln. No.: 09/824,434 : Examiner: Fish, Jamieson W  
Filing Date: 04/02/2001 : Att'y. Docket No.: T721-22  
Title: Grouping of Advertisements on an Advertising Channel in a Targeted  
Advertising System

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

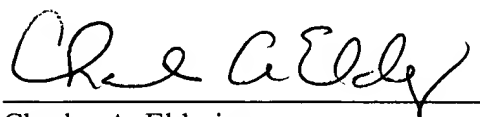
This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

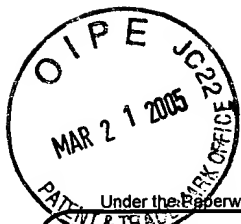
- ☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed.
- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,



Charles A. Eldering  
Reg. No. 39,180  
Technology, Patents and Licensing Inc.  
6206 Kellers Church Road  
Pipersville, PA 18947  
(215) 766-2100

Date: March 17, 2005



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

1

of

1

**Complete if Known**

Application Number	09/824,434
Filing Date	04/02/2001
First Named Inventor	Eldering, Charles
Art Unit	2616
Examiner Name	Fish, Jamieson W
Attorney Docket Number	T721-22

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AH	US- US5271626	12/21/1993	Llenas, Montserrat H. et al.	
	AI	US- US5652615	07/29/1997	Bryant, Stewart Frederick et al.	
	AJ	US- US5781226	07/14/1998	Sheehan, Patrick	
	AK	US- US5790426	08/04/1998	Robinson, Gary B.	
	AL	US- US5861919	01/19/1999	Perkins, Michael et al.	
	AM	US- US6009409	12/28/1999	Adler, Micah A. et al.	
	AN	US- US6020883	02/01/2000	Herz, Frederick et al.	
	AO	US- US6026368	02/15/2000	Brown, Yale Robert et al.	
	AP	US- US6026369	02/15/2000	Capek, Peter George	
	AQ	US- US6119098	09/12/2000	Guyot, Patrice D. et al.	
	AR	US- US6505169	01/07/2003	Bhagavath, Vijay K. et al.	
	AS	US- US6583825	06/24/2003	Yuen, Henry C. et al.	
	AT	US- US6698020	02/24/2004	Zigmond, Daniel J. et al.	
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
	BE	WO0054504	09/14/2000	GOLDMAN, Phillip Y. et al.		
	BF	WO0147279	06/28/2001	BARTON, James M.		
	BG	WO0233973	04/25/2002	ROSENBERG, Scott A. et al.		
	BH	WO0233975	04/25/2002	ROSENBERG, Scott A. et al.		

Examiner  
Signature

Date

Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

03/16/2005